

EVERY MAILING ADDRESS. NO MAILING LIST. EVERY DOOR DIRECT MAIL™

Every Door Direct Mail service from the U.S. Postal Service® lets your business send advertising mail to your desired audience without the need to acquire an address list or print specific names and addresses on your mailpieces. A letter carrier delivers your piece along with the day's mail to every address on the route.

What are the benefits of Every Door Direct Mail service?

Every Door Direct Mail provides your business with an efficient way to promote your services. It gets your marketing messages directly into the hands of consumers while reducing the mail preparation costs associated with lists and printing. As a result, it could help you:

- **Build more traffic**
- **Find new customers**
- **Increase revenue**

What types of businesses use Every Door Direct Mail?

- **Retailers:** Includes auto dealers, restaurants, furniture stores, community groups, supermarkets, sporting goods shops, and department stores.
- **Service-based businesses:** Includes attorneys, health-care professionals, banks, home-improvement companies, insurance agencies, and real estate firms.

Is it for local or national mailings?

Because Every Door Direct Mail targets residences and businesses at the carrier route level, you can use it for smaller local mailings, regional initiatives, or large national campaigns. For example, a local pizzeria can use Every Door Direct Mail to send coupons to a surrounding neighborhood. Or a national retailer can target homes near a new store opening – or announce a sale at locations nationwide. For mailings of less than 5,000 pieces to a single ZIP Code, please visit smp.usps.gov

Other important information.

- Every Door Direct Mail is available only for Standard Mail® Saturation flats, irregular parcels, periodicals, and bound printed matter flats.
- The postage required is the published prices for Saturation Mail flats or parcels.



TO GET STARTED

Obtain a permit/authorization:

- Apply at your local Post Office.™
- The application is available online at USPS.com/forms/_pdf/ps3615.pdf

Define who you want to reach:

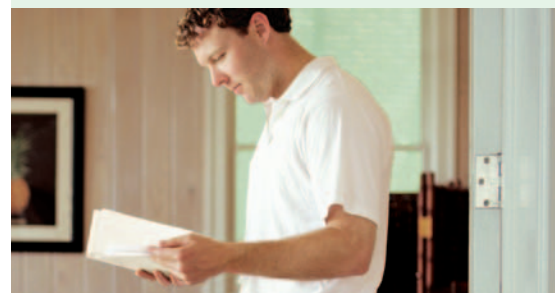
- You can mail to an entire city, a neighborhood, or a target area that is a specified distance from your business.
- Using our Every Door Direct Mail Tool at smp.usps.gov, you can identify delivery routes in your target area as well as the number of households per route (up to five 5-digit ZIP Code™ locations per mailing).

Prepare your printed mailpieces:

Mailpieces and bundle makeup must be prepared in accordance with the current U.S. Postal Service mailing standards. Please contact your local mail service provider or printer for guidance.

Calculate postage and prepare postage

statement: Current Saturation Mail prices apply. Visit smp.usps.gov to calculate postage and to prepare the postage statement and support documentation.



Learn more at USPS.com/everydoordirectmail



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